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ON UNDER 37 CFR 1.14(a)



United States Patent [19]

Kaplan

[11] Patent Number:

5,237,157

[45] Date of Patent:

Aug. 17, 1993

[54] KIOSK APPARATUS AND METHOD FOR POINT OF PREVIEW AND FOR COMPILATION OF MARKET DATA

[75] Inventor: Joshua D. Kaplan, San Francisco,

Calif.

[73] Assignee: Intouch Group, Inc., San Francisco,

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- [21] Appl. No.: 957,444
- [22] Filed: Oct. 6, 1992

Related U.S. Application Data

- [63] Continuation of Ser. No. 582,253, Sep. 13, 1990, abandoned.

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Attorney, Agent, or Firm—Limbach & Limbach

[57] ABSTRACT

This invention relates to a system for user-interactive multimedia based point-of-preview. The apparatus has data storage for storage of discrete increments of information intended for subscriber selection and preview. After subscriber selection, a programmable data processor selects from storage and then transmits at least one discrete increment of information to a display means for subscriber review. Subscriber selection and profile data are collected and stored. The invention also provides for transmission of subscriber selection and subscriber profile data to a central database for collection and processing by the central processing unit. This system is used, in a particular embodiment, to preview audio programs on compact disks.

11 Claims, 3 Drawing Sheets

